

Ofcom research

OMC Panel Session B: Is your TV spying on you?

Market context

Key points

- The charts below present high-level contextual information drawn from Ofcom research on take-up and use of connected devices; use and attitudes towards smart TVs; and consumer attitudes in relation to online privacy and data security.
- Figure 1 shows that 78% of UK adults have access to broadband at home, whereas 59% have a smartphone, and 9% a smart TV. We estimate that just under half of UK adults have some form of connected TV, when taking into account the different means of connecting a TV set (e.g. set top boxes, games consoles, etc).
- According to Ofcom research (2013), the most popular activity undertaken on a smart TV is watching catch-up via an app, followed by short clips, and streaming films (Figure 2 below).

Fig 1: Take-up of communications services

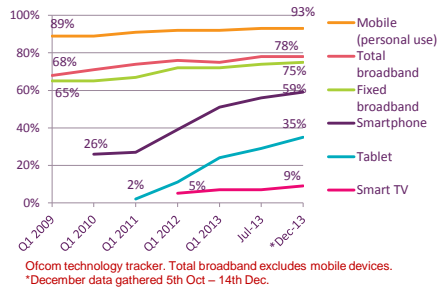
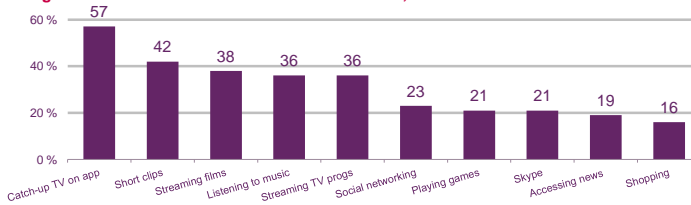


Fig 2: Internet activities undertaken on smart TVs, UK adults



Ofcom online survey 2013. Q. Which of the following, if any, do you use the internet functionality of your Smart TV for? Base: All respondents who have used the internet functionality of their Smart TV

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- Figure 3-7 present high-level contextual information on consumer attitudes and habits in relation to online privacy and data security. The results are from *Ofcom's Adults Media Use and Attitudes Report 2013*. The full report is published here <http://stakeholders.ofcom.org.uk/market-data-research/other/media-literacy/media-lit-research/adults-2013/>
- The research shows that attitudes towards sharing personal information online varies with age (Figure 3). Half of all internet users say they are happy to share personal information with trusted websites/ companies. Three in ten have a more cautious attitude and less than one in ten users say they are happy to share personal information online with any websites/ companies in order to access what they want. Figure 4 outlines online users' attitudes towards sharing different types of personal data.

Fig 3: Attitudes towards sharing personal information online

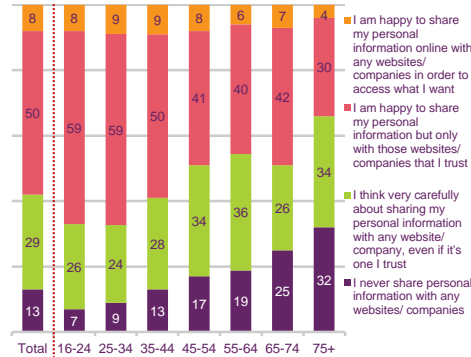


Fig 4: Online users' attitudes to publication of various personal data

	Total	16-24	65-74
Your current location			
Would not want anyone to see this	48%	29%	73%
Would be happy for anyone to see this	5%	9%	5%
Information about how you are feeling about work or college			
Would not want anyone to see this	47%	22%	71%
Would be happy for anyone to see this	6%	13%	4%
Your date of birth			
Would not want anyone to see this	42%	22%	62%
Would be happy for anyone to see this	11%	12%	9%
Information about the products or services that you like through clicking on the 'Like' button			
Would not want anyone to see this	35%	14%	68%
Would be happy for anyone to see this	10%	15%	4%

Ofcom Adults' media use and attitudes 2013. Q. I'm going to read out some types of information that people could share on the internet through social networking sites, blogs or on their own web pages, and for each one I'd like you to say how you would feel about putting this information online in terms of any privacy concern? (prompted response, single coded). Base: Adults aged 16+ who use the internet at home or elsewhere

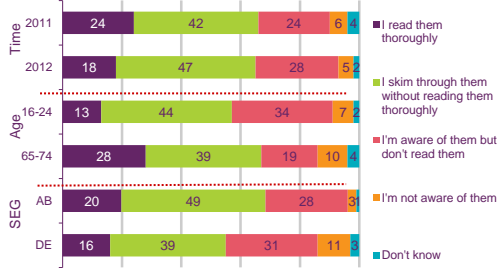
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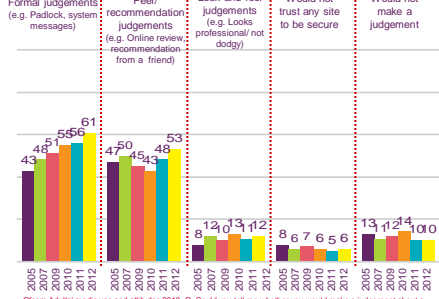
- Figure 5 shows that internet users are less likely than in 2011 to say they read website terms and conditions thoroughly, and more likely to say they don't read them at all.
- Eight in ten internet users say they would make some sort of judgement about a website before entering personal information. Figure 6 groups the different types of individual checks made into three types of judgement and shows that online users are most likely to make formal judgements.
- Figure 7 shows that over half (55%) of internet users use the same passwords for most, if not all, websites.

Fig 5: Attitudes to website terms and conditions/privacy statements



Ofcom Adults' media use and attitudes 2013. Q. There are a number of ways you can control who has access to and what is done with your personal information online. One way is to read the company's terms and conditions and/or privacy statements to inform your decision about whether to use a website or service. Which of the following statements best describes what you do about website terms and conditions or privacy statements? (prompted responses single coded). Base: Adults aged 16+ who use the internet at home or elsewhere.

Fig 6: Judgements made before entering personal details online



Ofcom Adults' media use and attitudes 2013. Q. Could you tell me whether you would make a judgement about a website before entering these types of details? (credit/debit card details, home/mobile number/home/e-mail address) How would you judge whether a website is secure? (unprompted responses, multi-coded). Base: Adults aged 16+ who use the internet at home or elsewhere.

Fig 7: Attitudes towards online passwords



Ofcom Adults' media use and attitudes 2013. Q. Here are some things that other people have said about online passwords. Which of these apply regarding the passwords that you use online? These might be passwords that you use for registering with websites, when making purchases online, or for logging in to a website to gain access to particular content (Prompted responses, multi-coded). Base: All who go online at home or elsewhere.